



PHILIP MORRIS

U.S.A.

RESEARCH CENTER: 615 MAURY STREET, RICHMOND, VIRGINIA 23224 TELEPHONE (804) 274-2000

DRAFT FOR REVIEW 9-10-03

September 11, 2003

VIA OVERNIGHT MAIL

Ms. Kimberly Prchal
MDS Pharma Services
Senior Project Manager
621 Rose Street
Lincoln, NE 68502

Re: Approval for Advertising, Philip Morris USA Inc. Study MARL/01/03

Dear Kim:

Please accept this letter as confirmation that Philip Morris USA Inc. (Philip Morris) has approved the use of the Marlboro brand name by MDS Pharma Services in certain advertising initiated by the MDS Pharma Services site at 4639 S. 36th Street, Phoenix, Arizona, 85040, for the Philip Morris study MARL/01/03. Specifically, we have approved the use of the attached radio and print advertisements at Circle K stores in the Phoenix area, to include both audio and pop-up print advertising in the in-store Zaplink computers. Approval for the usage of the Marlboro brand name in any other advertising context must be obtained in writing from Philip Morris prior to initiation.

If you have any questions, please feel free to contact me at (804) 274-3906.

Sincerely,

Valerie A. King
Clinical Operations Manager

Attachments (2)

PM3006735130